Syllabus

Consultative Selling and Negotiations

- **Instructor:** Achilles Georgiu (See last page for bio sketch)
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  Office: N13/511
  Office hours: 1 hour before or after the class meets, upon prior agreement

- **Credits:**   1.5
- **Term:**   Fall 2017-2018
- **Course level:** MA/MSc/MBA
- **Prerequisites:** No prerequisites

Course Description and Objectives

This is a basic course in the theories and practice of negotiation. The objective of the course is to show the essence of Consultative Selling and Negotiations by presenting the main topics of negotiations escorted by role play activities where the participants can get a feeling of real life situations during personal and/or team negotiations. The stress is on practical exercises in planning and negotiating. Students will discuss and practice a variety of negotiation and planning techniques in a workshop setting. The techniques discussed are useful in both commercial and non-commercial negotiations.

Learning outcomes

Core Learning Area	Learning Outcome
Interpersonal Communication Skills	Separate issues from personalities. "Read" the concerns of the other parties to a negotiation.
Technology Skills	N/A
Cultural Sensitivity and Diversity	Predict and account for culture-dependent issues in negotiation.
Quantitative Reasoning	Students will be able to calculate a reservation point.
Critical Thinking	Reasonable and reflecting thinking focused on proper decision making and action taking.
Ethics and Responsibility	Identify negotiated solutions and compromises based on fairness.
Management Knowledge and Skills	Place negotiation in the context of managing long-term business relationships.

Reading list

A Reading Pack (RP) for this course has been compiled by the instructor. Additional readings, papers and up-to-date articles will be provided as needed. All reading materials will be available on Moodle.

Assessment

Due to the nature of the course and the expected high number of participants the grading will be

Pass / Fail.

In order to pass the participant should be present on all four sections of the workshop (evidence: sign-up sheet). Also students should actively participate during the class.
Class activities include:
- Evidence of preparation,
- Contributions to class discussion,
- Bringing real life examples, based on own working experience,
- Active participation in role play scenarios

These points are necessarily subjective by nature. The instructor will do his best to be as fair as possible but this grading element is not open for discussions.

Academic Integrity

The Instructor expects all students to adhere to the fundamental principles of academic integrity in any and all behaviours associated with their course work and otherwise, as stated in the CEU Honor Code (see Student Handbook). Attempted cheating of all forms is treated extremely seriously and can result in dismissal from the University.

Course schedule and materials for each session

All classes will be interactive in format, and the expectation is that all students will thoroughly prepare and actively participate. A combination of lectures, debate discussion, team presentations, and written assignments will be used.

Main Topics

- The natural flow of Consultative Selling and Negotiations
- Tips & Tricks of negotiations
- Objection handling, solving deadlocks
- Preparation for negotiations
- Tradeables and Options
- Presenting the Unique Value
- Establishing a win-win situation
- Using the BATNA (Best alternative to a negotiated agreement)

Schedule

Introduction, Theoretical background. What is negotiation? Why do we negotiate? What are the fundamental styles, approaches and techniques? How to prepare for negotiation? How to manage an objection? How to establish a win-win situation? How to present the unique value of the alternatives? When to use the BATNA?

One-on-One negotiations. Role play personal negotiations based on real life scenarios like: Shakespeare and the ball pen, Client – Seller, Building relationship

Negotiation Principles. During this session we will discuss the Harvard negotiations principles.

Team negotiations (one-to-many). Role play team negotiation based on real life scenarios like: Group negotiations for salary calibration of employees.

Team negotiations (many-to-many). Role play team negotiation based on real life scenarios like: Closing a deal, final round of negotiations

Closing, Wrap up. Workshop discussion about learning outcomes and personal take away.

Brief Bio of the Instructor

Achilles Georgiu is the Program Director of MSc in Technology Management & Innovation and the Industrial Director of MSc in Business Analytics program at the Department of Economics and Business in CEU. He is also a Senior Adjunct lecturer of Digital Transformation and Leadership courses at the various MSc programs of the school. Besides MSc degrees in Computer Sciences and Informatics Management, he has more than 18 years of international and multicultural experience from the field and ample knowledge of standard IT management and control frameworks with special focus on personalized human motivation, team building and performance management. He worked for several international companies and he is currently working at IBM as the Technology Support Services Director and being a Subject Mater Expert of solution sales and cross industry specializations. As an Opinion Leader, his personal objective is to burn pictures in people's mind via metaphors and visual stories in order to transform them to future e-Leaders, who understand technology evolution and the adaptation to everyday business environment. (for more: www.georgiu.hu)

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